

WHAT IS CLAIMED IS:

1. An automatic dishwashing detergent composition comprising, by weight:
- (a) from about 0.01% to about 5% of a blooming perfume composition comprising from about 15% to about 60% of blooming perfume ingredients having a boiling point of less than about 260°C and a ClogP of at least about 3, and from about 15% to about 70% of delayed blooming perfume ingredients having a boiling point of less than about 260°C and a ClogP of less than about 3, wherein the weight ratio of blooming perfume ingredients to delayed blooming perfume ingredients is from about 0.25 to about 1.5 and said blooming perfume composition comprises at least about 40% by weight of blooming perfume ingredients and delayed blooming perfume ingredients, and
- (b) an effective amount of a diacyl peroxide-bleaching agent.
2. The composition of Claim 1 wherein said blooming perfume composition comprises from about 20% to about 50% of said blooming perfume ingredients.
3. The composition of Claim 2 wherein the weight ratio of blooming perfume ingredients to delayed blooming ingredients is from about 0.5 to about 1.35.
4. The composition of Claim 3 wherein the weight ratio of blooming perfume ingredients to delayed blooming ingredients is from about 0.75 to about 1.2
5. The composition of Claim 2 wherein said blooming perfume composition comprises from about 20% to about 50% of delayed blooming perfume ingredients.
6. The composition of Claim 1 comprising blooming perfume ingredients selected from the group consisting of: Allo-Ocimene, Allyl cyclohexanepropionate, Allyl heptanoate, trans-Anethole, Benzyl butyrate, Camphene, Cadinene, Carvacrol, cis-3-Hexenyl tiglate, Citronellol, Citronellyl acetate, Citronellyl nitrile, Citronellyl propionate, Cyclohexylethyl acetate, Decyl Aldehyde (Capraldehyde), Delta

Damascone, Dihydromyrcenol, Dihydromyrcenyl acetate, 3,7-Dimethyl-1-octanol, Diphenyloxide, Fenchyl acetate (1,3,3-Trimethyl-2-norbornanyl acetate), Geranyl acetate, Geranyl formate, Geranyl nitrile, cis-3-Hexenyl isobutyrate, Hexyl Neopentanoate, Hexyl tiglate, alpha-Ionone, Ionone Beta, Isobornyl acetate, Isobutyl benzoate, Isononyl acetate, Isononyl alcohol (3,5,5-Trimethyl-1-hexanol), Isopulegyl acetate Lauraldehyde, d-Limonene, Linalyl acetate, Lorysia, Lymolene, (-)-L-Menthyl acetate, Methyl Chavicol (Estragole), Methyl n-Nonyl acetaldehyde, Methyl octyl acetaldehyde, beta-Myrcene, Neryl acetate, Nonyl acetate, Nonaylaldehyde, Para-Cymene, alpha-Pinene, beta-Pinene, alpha-Terpinene, gamma-Terpinene, Terpeneolene, alpha-Terpinyl acetate, Tetrahydrolinalool, Tetrahydromyrcenol, Undecavertol, 2-Undecenal, Verdox (o-t-Butylcyclohexyl acetate), and Vertenex (4-tert-Butylcyclohexyl acetate), and mixtures thereof.

7. The composition of Claim 1 comprising delayed blooming perfume ingredients selected from the group consisting of: Allyl Amyl Glycolate, Allyl caproate, Amyl acetate (n-Pentyl acetate), Amyl Propionate, p-Anisaldehyde, Anisic Aldehyde, Anisole, Benzaldehyde (Benzenecarboxaldehyde), Benzyl acetate, Benzylacetone, Benzyl alcohol, Benzyl formate, Benzyl propionate, beta-gamma-Hexenol (2-Hexen-1-ol), (+)-Camphor, (+)-Carvone, L-Carvone, Cinnamic alcohol, Cinnamyl formate, cis-Jasmone, cis-3-Hexenylacetate, Citral (Neral), Cumic alcohol, Cuminaldehyde, Cyclal (2,4-Dimethyl-3-cyclohexene-1-carboxaldehyde), Dimethyl benzyl carbinol, Dimethyl benzyl carbonyl acetate, Ethyl acetate, Ethyl acetoacetate, Ethyl amyl ketone, Ethyl benzoate, Ethyl butanoate, Ethyl Butyrate, Ethyl-2-methyl butyrate, Ethyl-2-methyl pentanoate, 3-Nonanone (Ethyl hexyl ketone), Ethyl Maltol, Ethyl phenyl acetate, Eucalyptol, Eugenol, Fenchyl alcohol, Flor Acetate (Tricyclodecenyl acetate), Frutene (Tricyclodecenyl propionate), gamma Nonalactone, trans-Geraniol, cis-3-Hexen-1-ol / Leaf Alcohol, Hexyl acetate, Hexyl formate, Hydratopic alcohol, Hydroxycitronellal, Indole (2,3-Benzopyrrole), Isoamyl alcohol, Isopropyl phenylacetate, Isopulegol, Isoquinoline (Benzopyridine), Ligustral (2,4-Dimethyl-3-Cyclohexene-1-carboxaldehyde), Linalool, Linalool oxide, Menthone, 4-Methylacetophenone, Methyl pentyl ketone, Methyl

anthranilate, Methyl benzoate, Methyl Phenyl Carbinyl Acetate (alpha-Methylbenzyl acetate), Methyl Eugenol (Eugenyl methyl ether), Methyl Heptenone (6-Methyl-5-hepten-2-one), Methyl Heptene Carbonate (Methyl 2-octynoate), Methyl Heptyl ketone, Methyl Hexyl ketone, Methyl pamplemousse (1,1-dimethoxy-2,2,5-trimethyl-4-hexene), Methyl salicylate, Dimethyl anthranilate, Nerol, delta-Nonalactone, gamma-Octalactone, 2-Octanol, Octyl Aldehyde (Caprylic aldehyde), p-Cresol, p-Cresyl methyl ether, Acetanisole, 2-Phenoxyethanol, Phenylacetaldehyde, 2-Phenylethyl acetate, Phenethyl alcohol, Phenyl Ethyl dimethyl Carbinol (Benzyl-tert-butanol), Prenyl acetate, Propyl butanoate, (+)-Pulegone, Rose oxide, Safrole, Stemonone, 4-Terpinenol, Alpha-Terpineol, Triplal (2,4-Dimethyl-3-Cyclohexene-1-carboxaldehyde), Veratrole (1,2-Dimethoxybenzene), Violiff, and Veridine (Phenylacetaldehyde dimethyl acetal), and mixtures thereof.

8. The composition of Claim 7 comprising blooming perfume ingredients selected from the group consisting of Beta Pinene, Citronellyl Acetate, Decyl Aldehyde, Delta Damascone, Geranyl Nitrile, Ionone Beta, d-Limonene, Lorysia, Lymolene, Methyl Nonyl Acetaldehyde, Para Cymene, Terpeneolene, Undecavertol, Verdox, Vertenex, and Tetra Hydro Linalool, and mixtures thereof.
9. The composition of Claim 8 comprising delayed blooming perfume ingredients selected from the group consisting of Allyl Amyl Glycolate, Allyl Caproate, Benzyl Acetone, Beta Gamma Hexenol, Cis-3-Hexenyl Acetate, Dimethyl Benzyl Carbinyl Acetate, Ethyl Maltol, Ethyl-2-methyl Butyrate, Ethyl-2-methyl Pentanoate, Eucalyptol, Flor Acetate, Frutene, Geraniol, Ligustral, Methyl Iso Butenyl Tetrahydro Pyran, Methyl Pamplemousse, Methyl Phenyl Carbinyl Acetate, Octyl Aldehyde, Phenyl Ethyl Alcohol, Prenyl Acetate, Stemonone, Terpeneol, and Violiff, and mixtures thereof.

10. The composition of Claim 1 wherein said blooming perfume composition further comprises from about 1% to about 30% of base masking perfume ingredients having a boiling point of more than about 260°C and a ClogP of at least about 3.
11. The composition of Claim 10 comprising base masking perfume ingredients selected from the group consisting of (Ambrettolide) Oxacycloheptadec-10-en-2-one, (Amyl benzoate) n-Pentyl benzoate, Isoamyl cinnamate, alpha-Amylcinnamaldehyde, alpha-Amylcinnamaldehyde dimethyl acetal, (iso-Amyl Salicylate) isopentyl salicylate, (Aurantol) Methyl anthranilate/hydroxycitronellal Schiff base, Benzophenone, Benzyl salicylate, beta-Caryophyllene, Cedrol, Cedryl acetate, Cinnamyl cinnamate, Citrathal, Citronellyl isobutyrate, Clonal, Cyclohexyl salicylate, Cyclamen aldehyde, Cyclabute, delta-Dodecalactone, (Dihydro Isojasmonate) Methyl 2-hexyl-3-oxo-cyclopentanecarboxylate, Diphenylmethane, Ethylene brassylate, Ethyl undecylenate, Florhydral, Iso E Super, (Exaltolide) Pentadecanolide, (Galaxolide) 4,6,6,7,8,8-Hexamethyl-1,3,4,6,7,8-hexahydro-cyclopenta(G)-2-benzopyran, gamma-Methyl Ionone (alpha-Isomethylionone), Geranyl isobutyrate, Habanolide, Hexadecanolide, cis-3-Hexenyl salicylate, alpha-Hexylcinnamaldehyde, n-Hexyl salicylate, Hexadecanolide, alpha-Irhone, 6-Isobutylquinoline, Lilial (p-tert-Butyl-alpha-methyldihydrocinnamic aldehyde, PT Bucinol), Linalyl benzoate, (2-Methoxy Naphthalene) beta-Naphthyl methyl ether, Nectaryl, Neobutenone, 10-Oxahexadecanolide, Patchouli alcohol, (Phantolide) 5-Acetyl-1,1,2,3,3,6-hexamethylindan, Phenethyl benzoate, Phenethyl phenylacetate, Phenyl Hexanol (3-Methyl-5-phenyl-1-pentanol), Tonalid (7-Acetyl-1,1,3,4,4,6-hexamethyltetralin), delta-Undecalactone, gamma-Undecalactone, and Vertinert Acetate, and mixtures thereof.
12. The composition of Claim 11 comprising from about 3% to about 25% of the base masking perfume ingredients, said base masking perfume ingredients comprising Citrathal, Habanolide 100%, Alpha-Hexylcinnamaldehyde, Iso E Super, Lilial, Neobutenone, Clonal, Florhydral, Nectaryl, or gamma-Undecalactone, or mixtures thereof.

13. The composition according to Claim 1 wherein the diacyl peroxide bleaching agent is selected from the group consisting of dibenzoyl peroxide, benzoyl lauryl peroxide, benzoyl succinyl peroxide, di-(2-methylbenzoyl) peroxide, diphthaloyl peroxide, and mixtures thereof.
14. The composition according to Claim 1 wherein the diacyl peroxide bleaching agent has a particle size of from about 0.1 to about 30 microns.
15. The composition according to Claim 14 wherein the diacyl peroxide bleaching agent has a particle size of from about 1 to about 10 microns.
16. The composition according to Claim 15 wherein the diacyl peroxide bleaching agent is dibenzoyl peroxide.
17. The composition of Claim 16 comprising from about 0.1% to about 10% of dibenzoyl peroxide.
18. The composition of Claim 17 wherein the weight ratio of blooming perfume ingredients to delayed blooming ingredients is from about 0.75 to about 1.2.
19. The composition of Claim 17 in the form of a liquid or gel comprising from about 40% to about 99% of water.
20. A method for cleaning dishware in an automatic dishwashing machine, said method comprising contacting said dishware with an aqueous bath comprising an automatic dishwashing composition according to Claim 1.